

In The Claims:

Please cancel Claims 14-21, without prejudice or disclaimer, since these claims are directed to non-elected inventions.

Please amend Claim 1 as follows:

1. (Currently Amended) A merchandising strip for displaying a plurality of discrete packages, comprising:

an elongated, narrow ~~width~~ strip of plastic having a given width, and having a longitudinal axis; and

a plurality of adhesive elements, each having a width less than said given width, laminated to said strip of plastic, said adhesive elements being aligned along the longitudinal axis of said strip, and having a predetermined spacing between each two of said plurality of adhesive elements.